

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An advertisement presentation system comprising:
user schedule information storage means for storing user schedule information;
user advertisement information interest storage means for storing advertisement interest information regarding which categories of advertisements are of interest to the user, based on inputs provided by the user;

advertisement data storage means for storing advertisements to be presented in conjunction with schedule information when a user consults his schedule information;

advertisement information input means for inputting advertisement information to be stored with the advertisements, the advertisement information including: a) at least one keyword corresponding to the advertisements that are input by an advertiser, b) a category for each of the advertisements, c) an advertisement title, and d) distribution conditions for distributing the advertisements;

interest estimation means for estimating, from the user schedule information stored in the user schedule information storage means and the advertisement information stored in the user advertisement information interest storage means, which advertisements a user will be interested in; and

advertisement presentation means for presenting to the user, along with the user's schedule information, advertisements that the interest estimation means has estimated will be interesting to the user; and

advertisement priority determination means for determining, when a number of advertisements that meet the interest of the user exceeds a size of a display area of the advertisement presentation means, a priority for each the advertisements and for displaying the advertisements of highest priority within the display area and not displaying the advertisements of lower priority that cannot be displayed in the display area with the advertisements of highest priority due to space limitations.

2. (Previously Presented) An advertisement presentation system according to Claim 1, wherein:

the interest estimation means includes means for consulting a knowledge database in which has been stored information relating to what sort of advertising service a certain schedule item corresponds with, and for extracting, from the user's schedule information, a keyword for retrieving the associated advertisement data; and

the advertisement presentation means includes means for using the keyword extracted by the interest estimation means to associate advertisement data that matches the keyword with user schedule information, and for presenting the advertisement data along with the user schedule information.

3. (Original) An advertisement presentation system according to Claim 1, wherein:

the advertisement data storage means stores geographical region data serving as a condition for presenting an advertisement;

a user whereabouts estimation means is provided for estimating, from the user's schedule information in the user schedule information storage means, which geographical region the user is currently in; and

the advertisement presentation means includes means for associating advertisement data that corresponds to this estimated user whereabouts with a user's schedule information, and for presenting the advertisement data along with the schedule information.

4. (Previously Presented) An advertisement presentation system according to Claim 1, which includes means for storing as user schedule information in the user schedule storage means, as a result of user input of desired advertisement categories, advertisement data that has been presented along with user schedule information;

wherein the interest estimation means includes means for estimating, from this advertisement data stored as schedule information, which advertisements the user will find interesting.

5. – 8. (Canceled).

9. (Previously Presented) A storage medium in which have been stored programs which, by being installed in an information processing unit, implement the schedule and advertisement presentation system set forth in claim 1.

10. (Canceled).

11. (Canceled).

12. (Currently Amended) An advertisement presentation system according to Claim 1, wherein the advertisement information input by the advertiser by way of the advertisement information input means further includes an advertisement valid time period and advertisement distribution conditions,

the advertisement presentation system further comprises:

advertisement copying means for enabling the user to copy one or more advertisements to the user schedule information, ~~irrespective as to whether or not the advertisement valid time period has expired or will expire.~~

13. (Previously Presented) An advertisement presentation system according to Claim 2, wherein the advertisement presentation means matches the at least one keyword corresponding to at least one of the advertisements that are input by the advertiser, with the keyword extracted by the interest estimation means, and if there is a match, the at least one of the advertisements is presented to the user along with the user schedule information.

14. (Previously Presented) An advertisement presentation system according to Claim 2, wherein the advertisement information input by the advertiser by way of the advertisement information input means further includes an advertisement valid time period and advertisement distribution conditions,

wherein the advertisement presentation means matches the at least one keyword corresponding to at least one of the advertisements that are input by the advertiser, with the keyword extracted by the interest estimation means, and if there is a match, the at least one of the advertisements is presented to the user along with the user schedule information only when the advertisement valid time period matches with a particular user schedule time period of the user schedule information.

15. (Canceled).

16. (Previously Presented) An advertisement presentation system according to Claim 1, wherein the distribution conditions include: gender of a user, age of a user, and geographic region of a user.

17. (Canceled).